



the Possibilities

WELCOME

Welcome!

October 3, 2015 marks the 30th Anniversary of the California Lottery's first day of ticket sales. On that first day, we had only one Scratchers® game to offer, but we had high hopes and aspirations for the work we would do to provide supplemental funds to California public schools. Fast-forward nearly 30 years, and we're happy to report that we have good news to share with you in this year's Annual Report. This past fiscal year was another record-setting year in terms of total Lottery sales, and the best ever for total funding sent to schools.

For Fiscal Year 2014-15, Lottery sales were more than \$5.5 billion — a strong increase over last year's \$5.03 billion, with more than \$1.39 billion of that earmarked for schools. This makes it the 15th consecutive year the Lottery was able to provide more than one billion dollars to California's K-12 schools, community colleges, California State University and University of California campuses and several specialized public school jurisdictions. And even though we didn't see many of those large jackpots that excite players and really boost tickets sales, the Lottery was able to do more in the past year thanks in large part to Scratchers sales totaling \$3.9 billion!



It wasn't just our players and California schools that came up big winners in FY 2014-15; even though we did create 100 new millionaires and paid out an average of \$60 million per week in prizes to our loyal customers. Our retailers — many of them small businesses in our state — received more than \$380 million in commissions and bonuses for selling our products.

And while sales and profits are good indicators of success, it is recognized that the California Lottery has a responsibility beyond selling products. The Lottery's Corporate Social Responsibility Program continues to grow stronger year after year. In 2015, California became the only state lottery in the nation to obtain a Level Four Certification for Responsible Gaming from the World Lottery Association (WLA). Submissions are reviewed by the WLA's international panel of corporate social responsibility experts and is the highest level of responsible gaming certification recognized internationally. A WLA Level Four-certified





lottery has successfully demonstrated that responsible gaming principles are implemented into day-to-day operations and are continuously improving its programs. We're very proud to achieve that status.

It was a great year for the California Lottery as we continued to unveil new games and promotions our players enjoyed. We know that the pressure is on to keep raising the bar higher and live up to our mandate to earn as much supplemental money as we can for public schools in our state. There is much to look forward to in the coming year and we can't wait to share it all with you. Thank you for your continued support.

***Robust Scratchers® Sales,
More Weekly Winners Highlight
Another Record-Breaking Year
for the California Lottery.***

2

Financial Highlights & Contributions to Education

4

Lottery Players Win Big in FY 2014-15

9

California Lottery Launches Lucky Retailer Site

10

California Lottery Making Moves

12

California Lottery Becomes Only U.S. Lottery to Achieve Prestigious WLA Certification for Responsible Gaming

13

Innovative Promotions Boost Lottery Social Media Sites in FY 2014-15

14

Mission as Message: Proud to Stand With California Public Schools

17

Looking Ahead to FY 2015-16 at the California Lottery

SCRATCHERS'
\$3.9 BILLION
 (\$3,915,381,412)

Hot Spot
\$206 MILLION
 (\$206,439,141)

Fantasy 5
\$146 MILLION
 (\$145,838,053)

MEGA MILLIONS
\$404 MILLION
 (\$404,407,733)

POWERBALL
\$372 MILLION
 (\$372,391,569)

SuperLotto PLUS
\$288 MILLION
 (\$287,690,076)

Daily 3
\$140 MILLION
 (\$140,156,981)

Daily Derby
\$24 MILLION
 (\$23,747,132)

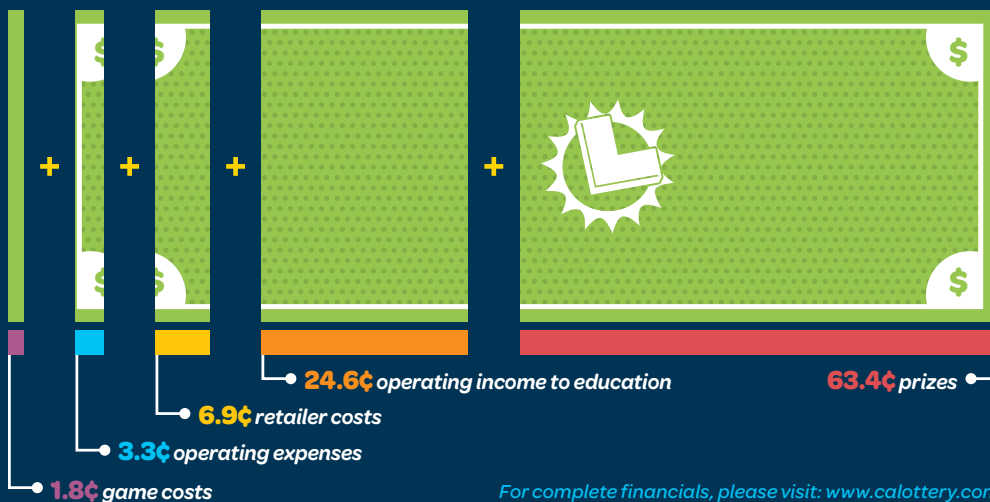
\$29 MILLION
 (\$28,798,496)

Daily 4

FY 2014-15 Total Sales
\$5.5 BILLION
 (\$5,524,850,593)

Lottery financial figures for FY 2014-15 are unaudited

How Your Lottery Dollar is Spent



\$3,501,745,873
 total prize expenses

\$1,363,068,104
 operating income
 to education

\$380,344,944
 retailer compensation

\$180,819,889
 operating expenses

\$98,871,782
 direct costs

For complete financials, please visit: www.calottery.com

Total to Education **\$1.39 BILLION**
 (\$1,391,545,550)



Operating Income
to Education
\$1,304,874,104



Administrative Savings
\$58,207,711



Unclaimed Prizes
\$27,177,013



Interest Income
\$1,247,278



Other Income
\$53,155

**Metal Carport
for Automotive
Repair Class**

Monterey High School
Monterey County

Library Books

CSU, Chico
Chico, Butte Co.



School Supplies

Woodville Elementary
Porterville, Tulare Co.

Teacher Training

Chaparral Middle School
Moorpark, Ventura Co.

**Tool Box for
Automotive
Tech Class**

San Diego Adult
Continuing Education

Band Uniforms

Cathedral City High School
Cathedral City,
Riverside Co.

"At our school we integrate the arts into the classroom curriculum, so the purchase of a variety of books to stimulate kids' ability to solve problems and to become thinkers is really important."

JOSEPH BREAU

Principal
Creative Connections Arts Academy

"Of course we didn't have enough funds in any one pot to pay for 40 computers, but Lottery funds supplemented them, along with some categorical funding and a grant."

MARCIE PLUMMER

Principal
Monterey High School

"We have an annual budget of about \$70,000 for everything we have to do. So most of the funding has to come from outside sources. The help we get from the Lottery... I think it's just great!"

MATTHEW HOWE

Director of Bands
Cathedral City High School

Lottery Players Win Big in FY 2014-15

The following is a group of some of our favorite winners of the year. All have great stories. All won significant amounts of money, and all came into that money in interesting and often entertaining ways. We hope you enjoy these winners.



**\$5,000,000
SCRATCHERS**

Bathroom Break Leads to \$5 Million Win in Modesto

Sometimes when nature calls, you have to stop what you're doing and answer. That's what happened to Jennifer Daniel and it's likely the best decision she's ever made; but not for obvious reasons. You see, that quick bathroom break led to Daniel winning \$5 million!

"I stopped to use the restroom because I couldn't hold it until I got to the office. So I walked into the CVS, used the restroom and on my way out I saw the Lottery machine," Daniel explained.

Daniel bought a \$20 *Ultimate Riches* Scratchers® scratch-off the barcode, scanned it, and immediately found out she was \$5 million richer! "I was very calm," she said of that moment. "I was just smiling, no screaming or anything like that."



**\$650,000
SCRATCHERS**

"Miracle" Scratchers® Win in Chula Vista

Richard Elsa was having a bad day, so he stopped at a nearby 7-Eleven store and picked up some lottery tickets, including a \$1 *California Lucky Life* Scratchers — a ticket that was about to change everything. Elsa ended up winning the top prize, \$500 a week for 25 years for a total of \$650,000!

"I consider it a little miracle for me and my family," Elsa said. That's because he'd been trying to buy his father's house, but just didn't have enough money. Accepting fate, he decided it was time to move out of the house and that's when he left for the 7-Eleven!

"Now I can buy the house," he explained. "I've never had anything like this happen to me."

Pictured Above: Richard Elsa, left, with his brother Manuel Elsa



In FY 2014-15, the Lottery
paid out a record of more than

**\$3.5 BILLION
IN PRIZES**



**TENS OF
THOUSANDS**

of players won in
FY 2014-15



The Lottery awarded to
its players on average of

**\$60 MILLION
EVERY WEEK**

in FY 2014-15



**\$1,000,000
SCRATCHERS'**

"I Was Grinning Like an Idiot"

Happy Face Hill could be described
as an unofficial landmark in Simi Valley.

For years the hill with the huge smiley face has greeted drivers
on the 118 Freeway, but now it's the man behind the grin that
is absolutely beaming. Sonny Klamerus won \$1 million playing
the California Lottery's popular 2nd Chance promotion, a fan
favorite that allows players to use their non-winning Scratchers®
tickets for a chance to win more prizes.

"I started smiling. I was grinning like an idiot," Klamerus said
about the moment he realized he won.

Klamerus found out about his big win after he had logged into
his 2nd Chance account to enter more non-winning tickets.
A pop-up box suddenly revealed that he had won \$1 million.
Klamerus didn't believe what he was seeing. "I had to look
and count the number of zeros. At first I thought it was maybe
a thousand or ten thousand. I counted the number of zeros
maybe three times."

**\$150,000
SCRATCHERS'**



Giggling Mom Wins \$150,000

Dana Schaeffer couldn't stop giggling when she walked into
the California Lottery's Inland Empire District Office. That's
because she had just won \$150,000 on the *Fantastic 5's*
Scratchers® game!

"You scratch it off and you just don't really believe," said the
mother of three.

When asked if she told her children about the win yet, she
jokingly replied, "No! Are you kidding?!" She then added,
in between more laughs, "This is mine!"



Did you know? Our philosophy is we'd
rather have a lot of people play a little,
than a few people play a lot. It's just the
responsible thing to do!



Calimesa Dad Wins \$180 Million Mega Millions® Jackpot

There was some very “weird stuff going on” the day before and the day of the August 22, 2014 *Mega Millions* draw — and nobody is more superstitious than Rick Knudsen.

The now-retired Calimesa man said he knew then it was time to buy a ticket for the \$180 million jackpot, even though he only plays the lottery maybe five times a year. “I don’t play unless I feel lucky, and the jackpot is high. I felt lucky,” Knudsen recalled. That might be an understatement.

“I bought something and it was six dollars even. No change. And then later on that morning, I bought something somewhere else and it was nine dollars even. Five different places that day I didn’t pay any change. The totals were all even amounts,” Knudsen explained, still in disbelief. “I’m a numbers freak and that all means something in my head. So I said, ‘I gotta stop somewhere and buy a [lottery] ticket.’ So on my way home, I bought the Quick Picks® for \$5.” Even after he purchased his *Mega Millions* tickets, he continued to buy things that totaled equal money. Every single thing that Knudsen had purchased over a 48-hour period totaled even dollars — absolutely no change involved! “I was like, man, this is it. The seventh time that I bought something in two days in two different cities and counties! The clerk at the cantina said I should buy a lottery ticket and I said, ‘I already did!’”

L.A. Hairdresser Almost Gave Away Winning \$1.3 Million Lottery Ticket to Stranger!

Whew! That was a close call! Ligia Dennis, a hairdresser from Los Angeles, was waiting for a load of clothes at the Laundromat. Bored, she decided to walk down the street to buy a coffee, and plunked down an additional \$6 for three *California Lucky Life Scratchers*® tickets.

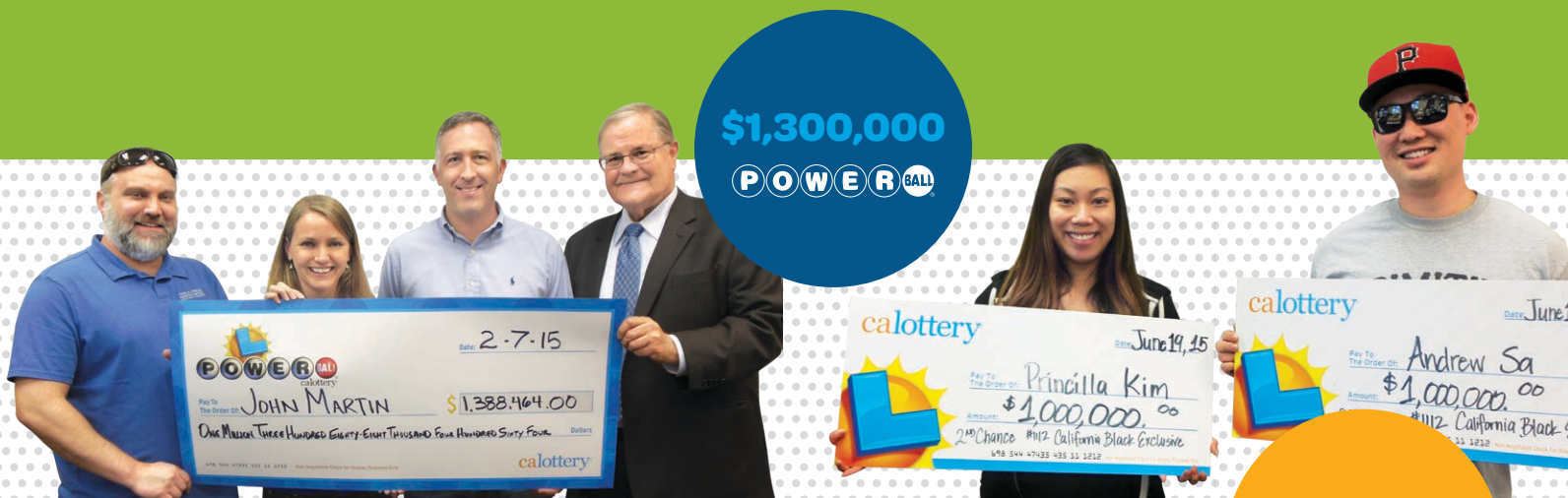
“When I saw ‘LIFE’ (the winning symbol), I went crazy for a minute. It didn’t really process.” Dennis thought she’d won \$1,000, and was thrilled. What she didn’t realize is she actually won \$1,000 per week for 25 years, or \$1.3 million! She was a millionaire. She’d won 1,300 times as much as she thought!

But before she knew she won anything, she actually gave away two of the three *Scratchers* she’d bought to her brother and mother. Fortunately, she kept the one that would turn out to be the \$1.3 million winner — but she *almost* gave that one away as well to a man asking for change! Dennis is thankful she didn’t.

\$1,300,000
SCRATCHERS



Did you know? Stores like to sell California Lottery games because they get a commission for every ticket they sell, and a bonus of up to one million dollars for jackpot wins!



Group of 52 at Downtown L.A. Engineering Firm Split \$1.3 Million Powerball® Prize!

When John “Trainer” Martin took over his Los Angeles structural engineering firm many years ago, he said he jokingly told his employees his first rule was: “There will be no office pools that I’m not part of!” Talk about a good move!

He and 51 colleagues at John Martin & Associates pooled their money to buy *Powerball* tickets for the February 7, 2015 draw. One of the tickets ended up matching five of six numbers that night for a whopping \$1,388,464 payout!

Martin confesses he didn’t even know his office had won more than a million dollars until he was on his way to work two days later! “I carpool with my assistant. She got into the car and said, ‘Trainer, we won!’ When we got to work, everyone was happy and dancing and smiling — I was too, because I was part of it!”

Pictured Above: Four of the group of 52! (left to right) Ted Kirton, Kim Pacheco, Andrew Besirof and John “Trainer” Martin of John Martin & Associates, Los Angeles. Winners of \$1,388,464 prize; February 7, 2015 Powerball Draw.

Friends Split \$1 Million 2nd Chance Win in L.A.

Who says losers never win?! Just ask Priscilla Kim who claims that just might be her new mantra. Heck, she and her friend Andrew Sa never let the times they didn’t win playing *Scratchers*® get them down too much. After all, they both knew all about the California Lottery’s popular 2nd Chance program. “This is what I’ve been waiting for!” Kim said.

The SoCal friends have been collecting all of their non-winning *Scratchers* tickets — more than 500 according to their estimations — and entering the codes into 2nd Chance. It was Kim who got a very exciting email announcing they had won the \$1 million top prize end-of-game draw for the *California Black Exclusive Scratchers* game.

“It’s been so long ago since we entered those tickets. It was last year,” Sa explained. “But yeah that was a really good game. The (Lady Luck) commercial got me to get it!” the Artesia resident added. Both he and Kim decided if they ever won at 2nd Chance, they would split the money. It’s a good thing they picked up some of those *California Black Exclusive Scratchers*. Both are now \$500,000 richer!



\$1,000,000
SCRATCHERS®

Fountain Valley Player Wins \$1 Million on Scratchers® Ticket After Winning \$25,000 Previous Month!

There are stories of luck and then there are stories of luck. In April of 2015, Oscar Sosa purchased a \$20 *Ultimate Riches* Scratchers ticket. Sosa, who is a regular California Lottery player, won a cool \$25,000 on that game.

Fast-forward to May 2015 and this is where the story gets crazy. On the day he received his winning check in the mail Sosa deposited all but \$200 of it. He used that \$200 to buy more Scratchers tickets. He chose to buy the \$10 *50X The Cash* Scratchers tickets, and guess what? He won again! This time Sosa won the ticket's top prize of \$1 million!

"I really don't know what I am going to do. I am going to talk to a financial advisor and we will go from there."



L.A. Tax Preparer Ironically First Player to Win Top Prize in Lottery's Taxes Paid Scratchers® Game

Gene Taylor of Van Nuys happens to enjoy figuring out taxes. After all, he does it for a living as a tax preparer. That's why it's ironic he was the first big winner of the California Lottery's *Taxes Paid* Scratchers games. He took home a whopping \$1,333,334.

"I went out to drop off some dry cleaning. I almost didn't go into the store (to buy the winning ticket) because I wasn't feeling so great," Taylor explained. "I bought one \$10 ticket and won \$15. So I decided to put in an extra \$5 and buy two more, and one of them was a winner. I was kind of blown away!"

And the best feature of the *Taxes Paid* Scratchers? Taylor didn't have to pay the standard 25 percent federal taxes that are withheld on wins of more than \$5,000!

Pictured Above: A bashful Gene Taylor (in disguise!) stands with Lottery retailer Ken Anupare.

\$1,333,334
SCRATCHERS®

Did you know? In the last five years, the California Lottery has returned an average of \$312 million annually to our retail partners in the form of bonuses and commissions.



Did you know? In FY 2014-15 the California Lottery created 100 new millionaires and paid out a record \$3.5 billion in prizes to Lottery players. It's true!

Top 10

Largest California Prizes
FY 2014-15

1

\$228.5 million

San Mateo, San Mateo Co., Powerball

2

\$180 million

Calimesa, Riverside Co., Mega Millions

3

\$60 million

Fontana, San Bernardino Co., Powerball

4

\$26 million

South El Monte, Los Angeles Co., SuperLotto Plus

5

\$24 million

Arcadia, Los Angeles Co., SuperLotto Plus

6

\$16 million

Baker, San Bernardino Co., SuperLotto Plus

7

\$14 million

Glendale, Los Angeles Co., SuperLotto Plus

8

\$13 million

Simi Valley, Ventura Co., SuperLotto Plus

9

\$11 million

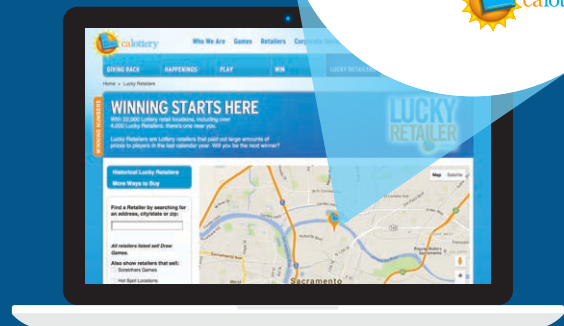
San Gabriel, Los Angeles Co., SuperLotto Plus

10

\$11 million

Stockton, San Joaquin Co., SuperLotto Plus

**LUCKY
RETAILER**
calottery



California Lottery Launches Lucky Retailer Site

Feeling lucky? Well we sure do! And what better way to prove it than to introduce during FY 2014-15 our new and improved Lucky Retailer site. With 22,000 Lottery retailer locations scattered throughout the state, we identified more than 4,000 of our retailer partners who, time after time, sell more winning tickets and create more California winners!

Lucky Retailers are Lottery retailers that paid out large amounts of prizes to players during the past calendar year. Specifically in the last calendar year, they've:

- Paid out a \$100,000 or higher winning ticket; or
- Paid out an average of 400 winning tickets per week; or
- Paid out an average of \$4,000 in winning tickets per week

We also included what we call our "Historical Lucky Retailers." These partners are locations that sold two or more winning tickets of \$1 million or more from the time we sold our first ticket in 1985 to the present.

>> California Lottery Making Moves

The California Lottery doesn't receive any General Fund money from the state to operate. Everything we do is funded from the sale of our products. That's the same original pool of money we use to pay prizes, retailer bonuses and commissions. We also use it to fund production and marketing efforts, and most importantly, generate supplemental funding for California public schools. We must be very careful with our spending and that requires a thorough evaluation of the way we do business. As a result, the Lottery is currently implementing a Facilities Master Plan (FMP) that includes replacing all of our leased facilities with owned ones. What that means for YOU is that most California Lottery players will eventually have a new location in which to claim their fabulous prizes!

Under Development

There are a total of nine facilities that will be purchased as part of the FMP, including eight district offices and the Southern Distribution Center (SDC). These facilities will replace the following buildings:

- Santa Fe Springs District Office
- Van Nuys District Office
- East Bay District Office (Hayward)
- Santa Ana District Office
- San Francisco District Office
- Inland Empire District Office (San Bernardino)
- Central Valley District Office (Fresno)
- San Diego District Office
- Southern Distribution Center (Rancho Cucamonga)



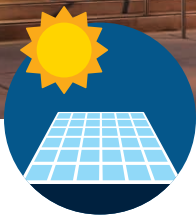
Our Sacramento area locations, including our Lottery Headquarters Campus, the Sacramento District Office and Northern Distribution Center, are already owned by the California Lottery.

Building the Business

Most of the facilities listed simply weren't cutting it. Your Lottery is growing and these buildings must be able to handle the increase in customers, employees, clients and inventory. The new district offices are being sized for 20-year projected growth, while also reducing operating costs. It's estimated the Lottery will save more than \$1 million annually by owning all of its facilities. The newly-purchased Southern Distribution Center (SDC) is just over 60,000 square feet! The building it's replacing was projected to run out of storage space by 2017. Located near Ontario International Airport, the new SDC will have much more room to store inventory for Southern California operations. Sometimes it just makes more financial sense to buy rather than rent — and the timing was right. Building prices are still below the peak in many places. We are looking at everything from bare land, to property with existing used buildings, and property with brand-new "cold shell" buildings that we can retrofit. Provided things go as planned, we hope to wrap up this effort in early 2018.



Did you know? The California Lottery is one of the few State agencies that is a revenue generator, not accepting money from the State's General Fund.



Going Green

The Lottery will be meeting or exceeding all current green standards and goals for state buildings. Every facility will be LEED (Leadership in Energy and Environmental Design) certified to most likely a gold level. And each new facility is being developed to produce as much energy as it's using (Zero Net Energy), so expect to see more solar arrays soaking up that glorious California sunshine!



Driving the Distance

Lottery sales and service representatives, event teams and investigators log a lot of miles tending to our massive retail network. The state puts a limit on how high the odometer can go before you've got to pull a car out of service.

As we replace our cargo vans, minivans and sedans we're making sure a percentage of the replacements will be electric vehicles and equipping our district offices with EV charging stations.



Changes Within

Our efforts don't end there. We're also tracking how much water and energy we are using and the amount of trash we're putting out. A new composting program is on the way to reduce what goes into the landfill. Plus, we regularly send out office memos to all offices reminding staff to dim the lights, avoid using too much water inside and outside the buildings and to use the recycle bins. You'll notice there's even a reminder on every California Lottery ticket that it's recyclable too.

California Lottery Becomes Only U.S. Lottery to Achieve

→ Prestigious WLA Certification for Responsible Gaming



FY 2014–15 marked a milestone as the World Lottery Association (WLA) awarded the California Lottery with the highest certification level for its Responsible Gaming programs. The California Lottery became the first lottery in the nation to achieve a Level Four Certification distinction.

The WLA Level Four award is the highest level of responsible gaming certification recognized internationally. A WLA Level Four-certified lottery has successfully demonstrated that responsible gaming principles are implemented into day-to-day operations and are continuously improving their programs.

“Responsible Gaming is very important to all of us at the California Lottery, from our employees to our retailers, vendors and players,” said Paula LaBrie, Chief Deputy Director of the California Lottery. “We knew our Responsible Gaming Program was one of the strongest in the nation, but we’re always looking for ways we can continue to improve our practices. We are pleased the California Lottery is the first lottery in the nation to achieve this certification.”

The WLA is recognized as the global authority on the lottery business. It is comprised of state-authorized lotteries and gaming organizations from more than 80 countries on six continents. The WLA’s Responsible Gaming Principles and Framework is a certification program that outlines lotteries’ level of commitment to corporate social responsibility and responsible gaming.

The WLA’s Responsible Gaming Principles and Framework allows for cultural and regional differences and is designed to complement and improve the safeguards that individual lottery operators have in place. The 10 Program elements are: Research, Employee Program, Retailer Program, Game Design, Remote Gaming Channels, Advertising and Marketing Communications, Player Education, Treatment Referral, Reporting and Measurement and Stakeholder Engagement.



Did you know? The California Lottery is the only U.S. lottery to earn a Level Four Certification from the World Lottery Association for its Responsible Gaming efforts.

The Lottery has implemented key recommendations set forth by the WLA’s Independent Assessment Panel, some of which include:



Launching the nation’s first dedicated Corporate Social Responsibility website in the lottery industry



Enhancing retailer training



Strengthening its relationship with responsible gaming stakeholders



Improving treatment referrals, among other improvements

Innovative Promotions Boost Lottery → Social Media Sites in FY 2014-15



FACEBOOK

319,156

#1 in the U.S.



TWITTER

15,354

#1 in the U.S.



YOUTUBE

6,192

#1 in the U.S.



INSTAGRAM

2,691

#3 in the U.S.



LINKEDIN

696

#3 in the U.S.

FRENCH LAUNDRY

The “Ultimate Foodie Experience” was a first of its kind promotion for the California Lottery. The prize was a once-in-a-lifetime dining experience at the exclusive The French Laundry restaurant, a Michelin three-star restaurant located in the Napa Valley. The promotion also included a two-night stay at the Napa Valley Lodge, with a spa treatment for two. All players had to do was purchase a \$10 Emerald 10’s Scratchers®, take a selfie clearly showing off the ticket and then send that picture to us with the best caption they’ve ever written in 500 characters or less. We asked them to explain who they would share this exceptional dinner with and why. Well, our players didn’t disappoint! In all we received nearly 1,300 entries and many were highly creative. From there, 34 finalists were chosen and a panel of judges voted for the winner. The grand prize winner was fittingly announced on Valentine’s Day. You can watch that announcement and the in-house report on the winners on our California Lottery YouTube page.



ZOMBIES

In the fall of 2014, the California Lottery introduced a Zombies-themed Scratchers® ticket. Knowing how popular this ticket would be with our players, especially around Halloween, we decided to launch a social media contest to have some fun with this ticket. It was called the “Scare and Share” promotion. To enter, players had to purchase a \$2 Zombies Scratchers ticket and then show us how they were sharing the ticket during Halloween using a photo. We received more than 1,000 entries and our players created some great Halloween photos that really showed off their creativity. During the promotion, players were asked to vote for their favorite photo (the photo with the most votes would be the winner). In the end, player Leivis Prados received 571 votes and ended up winning one pack of \$2 Zombies Scratchers tickets.



» Mission as Message

Imagine the Possibilities

Our Mission: For decades, the California Lottery has faced a huge PR challenge. We do good things for the state, but our critics don't believe us. The worst part of it is some members of the public still don't believe we contribute more than \$1 billion to California public schools every year — which is our Mission!

So we developed a plan — a plan to create, establish, maintain and change perceptions of our organization with the public. In January 2015, we launched our Mission as Message campaign to address and help reduce this skepticism. First, we changed our Mission Message to make it clear, concise and transparent. We are helping public schools in real ways; but a little more than one billion dollars a year is really a modest amount when it comes to education's overall budget.



ANYTHING IS POSSIBLE

To brand our message, we created a logo — our highly recognizable sun and “L,” but with a new tagline and a small twist — a red book. “Imagine the Possibilities”.





A PICTURE TELLS A THOUSAND WORDS

To tell the story, our corporate communications video team is visiting schools and talking to teachers and administrators — letting them tell us how Lottery funding is helping their students. We then post these stories on our public website and social media channels.

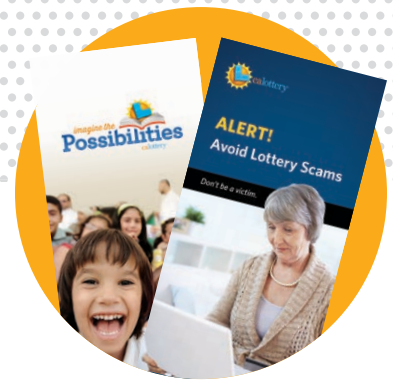
Sure, the Lottery understands that our part is relatively minor; but in conversations with parents, teachers and principals, we're told that our annual supplemental funding to public schools is critical to many programs that might otherwise be cut when budget times are tight. Every little bit helps!



GIVING BACK

We also redesigned the corporate side of our website (Education, About Us, Media and Consumer Protection) — giving it a fresh new look. We streamlined the content, made it as engaging as possible and included “Call to Action” items and useful links for parents, teachers and students — all in an effort to explain clearly and concisely who we are and what we do.

Starting on our landing page, visitors can now easily choose where they want to go: Corporate, Game Information, Retailer Information or our Corporate Social Responsibility microsite.



BIGGER IDEAS

We also wrote and developed an “Avoid Lottery Scams” pamphlet to help our players avoid getting ripped off. We followed with the creation of an education brochure — explaining among other things how Lottery money gets to public schools, illustrating great examples of Lottery funds at work and showcasing teacher and administrator testimonials of how Lottery supplemental funding is making real differences in the classroom.

Both publications are translated into Spanish, Chinese, Vietnamese and Korean — our effort to get the conversation started. We also made our Annual Report to the Public fresh, conversational and informative.



Did you know? Even though our contribution to education is modest, it's largely unrestricted money. That means schools can be creative in how they spend that money, as long as it is instructional in purpose.

"A lot of the money that we do use from the Lottery is to buy the small hand tools. I think it's life-changing for a lot of these people who come through the door!"

SAM PHU

Automotive Technician Course Instructor
San Diego Community College District



"We spend about half of [our] Lottery funding on classroom supplies. Why? Because teachers need to feel like, number one, we're supporting them. The second thing, they should never feel like they have to limit what they can provide these kids with."

DR. DAGO GARCIA

Superintendent
Woodville Union School District



We started to change the culture and the perception of the Lottery — and it's working!



LIGHTS, CAMERA...

We built a digital studio where we produce our monthly webcast called "California Lottery News." This dynamic video feature continued to grow during FY 2014-15. It's a creative and inexpensive way to reach a growing number of people where they are: online. California Lottery News helps us share information about what we're doing and how people can better enjoy the California Lottery experience.

It is also a powerful tool to help dispel myths about the Lottery and correct misinformation that has been floating around since we were created in 1985. We also purchased HD cameras so our District Offices could take photos or get quick interviews of our winners. Don't believe people win? Well believe it now!



A DIFFERENT APPROACH

Last but not least, for the first time in Lottery history we launched digital Mission as Message campaign. As part of that effort, Corporate Communications produced four 30-second and four 15-second videos about education for various websites, prompting viewers to redirect to our public website and learn more about who we are and what we do.

We started to change the culture and the perception of the Lottery — and it's working!

443,403,092

of people who saw our ads

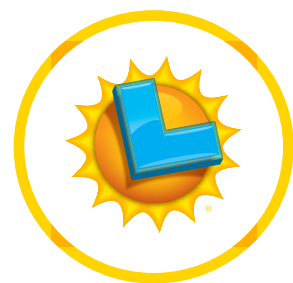
5,883,214

of people who saw our videos

10,592,436

of people who visited our education web pages

>> Looking Ahead to FY 2015-16 at the California Lottery



The Lottery had another record-breaking year of sales and contributions to public education in FY 2014-15. To continue to grow and reach new heights, we're looking at every aspect of our business to see where we can improve practices and be even more efficient and effective.

Looking ahead to FY 2015-16, a number of areas of focus have been discussed that should help us meet all our sales and contributions to education goals. Some of these items are listed below.

In addition, the California Lottery will soon come to the end of its current three-year Strategic Growth Plan that was approved by the Lottery Commission back in June 2013. Our staff is currently putting together a new three-year business plan that will help us grow responsibly, attract new players and follow best practices in marketing our products and defining our Mission. Included in that plan are a number of different areas where the Lottery can achieve growth, and thus, contribute even more supplemental dollars to California public schools and universities. Among the items we'll focus on in the coming fiscal year:



Celebrating **30 years** of
the California Lottery

More **events and promotions** to help
attract new players
and retain existing
players



Building on our efforts to
strengthen our status as the
#1 Social Media Lottery
in the nation



Unveiling our
first-ever **\$30**
Scratchers®
ticket



Modifications to
the **Powerball®** and
Fantasy 5 games



Incredible **2nd Chance**
promotions and prizes



Continue promoting
how **schools efficiently**
and effectively use their
modest Lottery funds

GENERAL CONTACT INFORMATION

Customer Service

1-800-LOTTERY
TDD 1-855-591-5776

California Lottery

700 North 10th Street
Sacramento, CA 95811
www.calottery.com
www.californialottery.com

Problem Gambling Helpline

1-800-GAMBLER

Since 1998, the California Lottery has helped fund a toll-free helpline for individuals, providing counseling and assistance for problem gambling through the California Office of Problem Gambling.

The California Lottery's mission is to maximize supplemental funding for public education through the responsible sale of Lottery products.



DISTRICT OFFICES

San Francisco

820 Dubuque Avenue
South San Francisco, CA 94080
(650) 875-2200

Sacramento

4106 East Commerce Way
Sacramento, CA 95834
(916) 830-0292

East Bay

2489 Industrial Parkway West
Hayward, CA 94545
(510) 670-4630

Central Valley

750 West Pinedale Avenue
Fresno, CA 93711
(559) 449-2430

Van Nuys

16525 Sherman Way, #C10
Van Nuys, CA 91406
(818) 901-5006

Inland Empire

1840 Commercenter Circle
San Bernardino, CA 92408
(909) 806-4126

Santa Fe Springs

9807 Bell Ranch Road
Santa Fe Springs, CA 90670
(562) 777-3434

Santa Ana

3400 West Warner Ave., Ste. F
Santa Ana, CA 92704
(714) 708-0540

San Diego

5656 Ruffin Road
San Diego, CA 92123
(858) 492-1700



facebook.com/calottery



twitter.com/calottery



youtube.com/californialottery



linkedin.com/company/california-state-lottery



instagram.com/calottery



calottery.com/happenings/lottery-tv